User-Centered Design Week 4 Template

Final deliverable content

Please use this template to prepare the PDF report for your final group deliverables. Please respect the word limits and the structure provided. Any material exceeding the word limit, or outside the provided structure will not be read.

Do not forget to calculate the word count where indicated.

Overview Task week 4:

- Ethics review of the case description
- Data Gathering on the following Design brief:
  A few trends of note: 54% of the world's population live in urban communities, the average marriage age for men is 29 (up from 26 two decades ago) and for women is 27 (up from 23 in the same time period). Given these trends, city dwellers tend to spend most of their twenties living with roommates. Finding and keeping a good roommate, however, gets harder as more people swarm into cities.
  You are tasked to design a mobile product experience that appeals to millennials that makes it safe to find the ideal roommate in New York City. Your design should consider the experience from the perspective of a person who is looking for a roommate as well as the one who is looking for the apartment.

Part 1: Ethics

1.1 Read the case description. Decide on three points of discussion to report on, and describe for each point (max. 100 words per point)
  a. Why is there an ethical problem in relation to this point?
  b. Which of the key ethical principles are being violated (see chapter from Read & Markopoulos)
  c. How could the study design be changed to be less problematic / minimal risk?

Point 1: personal details and their cardiovascular history
  a. The participants have the right to privacy. And they don't have that when all the details that are collected can be traced back to the individual. If medical data is shared with third parties, this can be used from companies such as health insurance companies or merchants for commercial purposes.
  b. Justice.
  c. Identification data is not necessary. By avoiding collecting such data there is a lower probability of data loss or theft. If it is needed to collect private information, then these can be stored apart from the rest and accessed through a code.

Word count: 96

Point 2: **unhealthy dietary advises**

  a. *It is unethical to advise people to an unhealthy diet, especially when they are not aware of that. It risks the health of the participants who already have dietary*

disorders as they are obese. Additionally, only half of the participants are advised badly which makes it unfair in comparison to the better advice for the rest.

b. *Beneficence and non-maleficence, Justice.*

c. *They could give one group just normal advice and the other group personalized healthy advice. Or at least tell the volunteers in which group they will be, so they can decide if they still want to participate.*

Word count: 100

Point 3: **compensation of 200 euros for participant from a low-socio-economic status**

a. *People in this neighborhood often do not have much money, so they might participate in this precarious test for a wrong reason like needing the reward. Even though, they would have not participated if they did not need the money.*

b. *Justice*

c. *They could have approached people who do not need such a reward or reward the participants in an alternative way, e.g. giving a free subscription to the app. This way people are not obtained by some form of coercion and voluntariness is considered, which is an important element of consent.*

Word count: 99

Part 2: Data Gathering

1.1 Read the design brief. Define the goal of your study (max. 30 words)

We want to find the right interface that creates a safe environment for millennials who are looking for a roommate and or apartment in Eindhoven.

Word count: 25

1.2 What method would you use to gather your data? Describe why you think that method is best suited for the job. (max. 50 words)

Focus groups: the study will collect multiple perspectives. In this case, people who are looking for an apartment and or a roommate. That is important because they use the interface for different purposes. You can also see the areas of conflict and agreement when using this method.

Word count: 47

1.3 Ignoring your expertise, your boss tells you to use semi-structured interviews to gather your data. Describe your participants (e.g., nr of participants, key characteristics, process for selecting participants) and the rationale behind your choices (max 100 words)

A diverse group of people, nationally and gender-wise, should be chosen. Young people seeking roommates are mostly students that come from either foreign countries or other cities within the state. So, it is important to examine the design of the interface from the perspective of someone coming to an entirely foreign environment and someone familiar with the place. The number of participants will be eight in each focus group, and there will

be two focus groups. In each group, there are two men, two international women, and there are two men and two women who are nationals.

Word count: 97

1.4 List 5 questions you ask in your interviews. If you have more questions, select the five most relevant questions for submission.

Q1: What services did you use to find an apartment, what did you like about them and what didn't you like? Why is that?

Q2: What is the information you want to know about the person or the room you are looking for and how do you want to receive that information?

Q3: Do you have difficulties with finding a roommate or apartment? If so, what are those difficulties?

Q4: What features should be included in an app to find a room(mate)?

Q5: For what things do you want to receive a notification?